

EXHIBIT B

Date

Dear **BASIC** Bowler:

You have been selected for possible inclusion in advertising, promotional and informational materials and videotapes to be produced in connection with the **1998 BASIC Bowling Program**. Philip Morris Incorporated will utilize the materials in its efforts to inform others of the impressive participants in, and the breadth of, the **BASIC Bowling Program**.

Please sign below to acknowledge your receipt of this letter and consent to being featured in the materials and video. By your acknowledgment and consent, you will grant Philip Morris Incorporated the right to quote you and to use your name and likeness for the purposes described without further notice or compensation. Return the original letter to my attention at your earliest convenience. The copy is yours. Thank you for your anticipated assistance.

Sincerely,

Christine Conway
Manager, Event Marketing

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